



2017

Danville VA | Pittsylvania County VA | Caswell County NC

Regional Report Card

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Education

Health

Socioeconomic

Demographics



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FOUNDATION

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Danville, Virginia

| Education | Danville VA | Trend | Wilson NC | Owensboro KY | Virginia Figures |
|-------------------------------|----------------------------|-------|----------------------------|----------------------------|----------------------------|
| PALS Pass Rate | 2012: 75.5% 2016: 81.0% | 👍 | N/A | N/A | 2012: 87.5% 2016: 86.2% |
| 3rd Grade Reading Proficiency | 2012: 81.0% 2016: 66.0% | 👎 | 2012: 65.4% 2013: 40.3% | 2012: 41.6% 2016: 30.0% | 2012: 85.5% 2016: 76.2% |
| 8th Grade Math Proficiency | 2012: 52.0% 2016: 35.0% | 👎 | 2012: 89.5% 2016: 20.4% | 2012: 38.6% 2016: 32.8% | 2012: 60.1% 2016: 79.8% |
| H.S. Dropout | 2012: 1.8% 2016: 2.3% | 👎 | 2012: 2.8% 2015: 2.2% | 2012: 0.6% 2016: 1.7% | 2012: 1.9% 2016: 5.3% |
| 1 Year Certificate Completion | 2012: 160 2016: 338 | 👍 | N/A | N/A | N/A |
| Associates | 2012: 9.1% 2015: 9.4% | 👍 | 2012: 8.1% 2016: 9.4% | 2000: 5.3% 2016: 51.8% | 2012: 6.9% 2016: 7.5% |
| Bachelors & Higher | 2012: 16.5% 2016: 17.2% | 👍 | 2012: 23.5% 2016: 18.0% | 2000: 17.8% 2016: 19.9% | 2012: 34.7% 2016: 37.0% |

| Health | Danville VA | Trend | Wilson NC | Owensboro KY | Virginia Figures |
|---|----------------------------|-------|----------------------------|----------------------------|----------------------------|
| Adult Obesity | 2012: 30.0% 2016: 35.0% | 👎 | 2012: 32.0% 2016: 38.0% | 2012: 31.0% 2016: 29.0% | 2012: 28.0% 2016: 27.0% |
| Adult Smoking | 2012: 25.0% 2016: 22.0% | 👍 | 2012: 16.0% 2016: 22.0% | 2012: 27.0% 2016: 21.0% | 2012: 19.0% 2016: 20.0% |
| Teen Birth Rate (Per 1,000) | 2012: 67 2016: 58 | 👍 | 2012: 68 2016: 55 | 2012: 54 2016: 52 | 2012: 35 2016: 27 |
| Uninsured Rate | 2012: 16.0% 2016: 15.0% | 👍 | 2012: 20.0% 2016: 20.0% | 2012: 15.0% 2016: 14.0% | 2012: 14.0% 2016: 14.0% |
| Diabetes Rate | 2012: 12.0% 2016: 15.0% | 👎 | 2012: 13.0% 2016: 13.0% | 2012: 11.0% 2016: 12.0% | 2012: 10.0% 2016: 9.0% |
| Preventable Hospital Stays (Per 1,000 Medicare Enrollees) | 2012: 64 2016: 48 | 👍 | 2012: 75 2016: 58 | 2012: 72 2016: 58 | 2012: 60 2016: 49 |
| Physical Inactivity | 2012: 30.0% 2016: 30.0% | — | 2012: 32.0% 2016: 31.0% | 2012: 29.0% 2016: 25.0% | 2012: 24.0% 2016: 22.0% |

| Socioeconomic | Danville VA | Trend | Wilson NC | Owensboro KY | Virginia Figures |
|--|----------------------------------|-------|----------------------------------|----------------------------------|----------------------------------|
| Median Income (Inflation adjusted, 2015 Value) | 2012: \$31,609 2015: \$33,600 | 👍 | 2012: \$37,788 2015: \$38,497 | 2012: \$39,128 2015: \$37,279 | 2012: \$66,061 2015: \$65,015 |
| Unemployment Rate | 2012: 13.4% 2016: 8.7% | 👍 | 2012: 12.3% 2016: 9.3% | 2012: 6.7% 2016: 6.8% | 2012: 6.9% 2016: 5.2% |
| Percent at Poverty Level | 2012: 26.1% 2016: 23.6% | 👍 | 2007: 24.3% 2016: 23.9% | 2012: 18.9% 2015: 19.8% | 2007: 9.9% 2016: 11.2% |
| Percent of Children in Poverty | 2012: 42.0% 2016: 37.0% | 👍 | 2012: 35.0% 2016: 39.0% | 2012: 25.0% 2016: 22.0% | 2012: 15.0% 2016: 16.0% |
| Violent Crime Rate (Per 100,000) | 2012: 478 2016: 365 | 👍 | 2012: 284.7 2016: 421 | 2012: 216.4 2016: 174.0 | 2012: 252 2016: 200 |
| Children In Single Parent Household | 2012: 54.0% 2016: 60.0% | 👎 | 2012: 44.0% 2016: 49.0% | 2012: 35.0% 2016: 33.0% | 2012: 29.0% 2016: 30.0% |
| Homeowner Rate | 2012: 54.2% 2015: 54.0% | — | 2012: 49.5% 2015: 60.0% | 2012: 59.9% 2015: 58.0% | 2012: 67.8% 2015: 66.2% |

| Demographics | Danville VA | Trend | Wilson NC | Owensboro KY | Virginia Figures |
|-----------------------|------------------------------|-------|------------------------------|------------------------------|----------------------------|
| Total Population | 2012: 44,400 2016: 42,444 | | 2012: 20,089 2016: 19,619 | 2012: 58,106 2016: 59,042 | 2016: 8,326,289 |
| Age 18 or Under | 2012: 21.0% 2016: 22.3% | | 2012: 25.7% 2016: 23.7% | 2012: 23.9% 2016: 24.3% | 2012: 23.0% 2016: 22.4% |
| Age 18–64 (Workforce) | 2012: 57.0% 2016: 58.0% | | 2012: 60.2% 2016: 60.0% | 2012: 60.6% 2016: 59.7% | 2012: 65.0% 2016: 63.8% |
| Age 65+ | 2012: 22.0% 2016: 19.7% | | 2012: 14.1% 2016: 16.3% | 2012: 15.5% 2016: 16.0% | 2012: 12.0% 2016: 13.8% |

Legend

Trend 👍 Better 👎 Worse — Inconclusive

Markets ⚖ Comparable 🎯 Model

Pittsylvania County, Virginia

| Education | Pittsylvania County VA | Trend | Stanly NC | Kershaw SC | Virginia Figures |
|-------------------------------|----------------------------|-------|----------------------------|----------------------------|----------------------------|
| PALS Pass Rate | 2012: 83.0% 2016: 82.1% | | N/A | N/A | 2012: 87.5% 2016: 86.2% |
| 3rd Grade Reading Proficiency | 2012: 86.0% 2016: 84.0% | | 2012: 69.9% 2013: 46.2% | 2012: 80.0% 2015: 35.4% | 2012: 85.5% 2016: 76.2% |
| 8th Grade Math Proficiency | 2012: 51.0% 2016: 76.0% | | 2012: 94.5% 2013: 37.9% | 2012: 70.0% 2015: 29.7% | 2012: 60.1% 2016: 79.8% |
| H.S. Dropout | 2012: 1.5% 2016: 1.2% | | 2012: 2.3% 2015: 1.8% | 2010: 3.6% 2015: 1.7% | 2012: 1.9% 2015: 5.3% |
| 1 Year Certificate Completion | 2012: 160 2016: 338 | | N/A | N/A | N/A |
| Associates | 2012: 8.5% 2015: 8.9% | | 2012: 9.1% 2015: 9.1% | 2012: 8.9% 2015: 8.9% | 2012: 6.9% 2016: 7.5% |
| Bachelors & Higher | 2012: 13.9% 2016: 14.0% | | 2012: 15.8% 2015: 16.2% | 2012: 18.6% 2015: 20.0% | 2012: 34.7% 2016: 37.0% |

| Health | Pittsylvania County VA | Trend | Stanly NC | Kershaw SC | Virginia Figures |
|---|----------------------------|-------|----------------------------|----------------------------|----------------------------|
| Adult Obesity | 2012: 29.0% 2016: 33.0% | | 2012: 26.0% 2016: 30.0% | 2012: 32.0% 2016: 31.0% | 2012: 28.0% 2016: 27.0% |
| Adult Smoking | 2012: 25.0% 2016: 19.0% | | 2012: 28.0% 2016: 18.0% | 2012: 25.0% 2016: 20.0% | 2012: 19.0% 2016: 20.0% |
| Teen Birth Rate (Per 1,000) | 2012: 40 2016: 30 | | 2012: 53 2016: 45 | 2012: 64 2016: 47 | 2012: 35 2016: 27 |
| Uninsured Rate | 2012: 17.0% 2016: 15.0% | | 2012: 19.0% 2016: 18.0% | 2012: 18.0% 2016: 24.0% | 2012: 14.0% 2016: 14.0% |
| Diabetes Rate | 2012: 12.0% 2016: 13.0% | | 2012: 11.0% 2016: 10.0% | 2012: 11.0% 2016: 12.0% | 2012: 10.0% 2016: 9.0% |
| Preventable Hospital Stays (Per 1,000 Medicare Enrollees) | 2012: 63 2016: 49 | | 2012: 66 2016: 58 | 2012: 82 2016: 61 | 2012: 60 2016: 49 |
| Physical Inactivity | 2012: 28.0% 2016: 30.0% | | 2012: 32.0% 2016: 32.0% | 2012: 28.0% 2016: 29.0% | 2012: 24.0% 2016: 22.0% |

| Socioeconomic | Pittsylvania County VA | Trend | Stanly NC | Kershaw SC | Virginia Figures |
|--|----------------------------------|-------|----------------------------------|----------------------------------|----------------------------------|
| Median Income (Inflation adjusted, 2015 Value) | 2012: \$43,239 2015: \$41,824 | | 2012: \$42,589 2015: \$42,589 | 2012: \$42,838 2015: \$42,838 | 2012: \$66,061 2015: \$65,015 |
| Unemployment Rate | 2012: 10.4% 2016: 6.3% | | 2012: 12.3% 2016: 5.9% | 2012: 10.4% 2016: 6.3% | 2012: 6.9% 2016: 5.2% |
| Percent at Poverty Level | 2012: 28.7% 2016: 17.1% | | 2012: 16.4% 2016: 16.5% | 2012: 18.7% 2016: 18.7% | 2012: 11.7% 2016: 11.2% |
| Percent of Children in Poverty | 2012: 22.0% 2016: 20.0% | | 2012: 22.0% 2016: 22.0% | 2012: 26.0% 2016: 25.0% | 2012: 15.0% 2016: 16.0% |
| Violent Crime Rate (Per 100,000) | 2012: 107 2016: 107 | | 2012: 307 2016: 214 | 2012: 509 2016: 492 | 2012: 252 2016: 200 |
| Children In Single Parent Household | 2012: 30.0% 2016: 32.0% | | 2012: 25.0% 2016: 33.0% | 2012: 33.0% 2016: 38.0% | 2012: 29.0% 2016: 30.0% |
| Homeowner Rate | 2012: 79.8% 2015: 76.8% | | 2012: 74.2% 2015: 71.0% | 2012: 76.3% 2015: 78.8% | 2012: 67.8% 2015: 66.2% |

| Demographics | Pittsylvania County VA | Trend | Stanly NC | Kershaw SC | Virginia Figures |
|-----------------------|------------------------------|-------|------------------------------|------------------------------|----------------------------|
| Total Population | 2012: 61,414 2016: 62,383 | | 2012: 59,794 2016: 60,714 | 2012: 60,042 2016: 63,603 | 2016: 8,326,289 |
| Age 18 or Under | 2012: 21.0% 2016: 19.9% | | 2012: 23.0% 2016: 23.0% | 2012: 25.0% 2016: 23.5% | 2012: 23.0% 2016: 22.4% |
| Age 18-64 (Workforce) | 2012: 64.0% 2016: 60.1% | | 2012: 61.0% 2016: 59.5% | 2012: 60.0% 2016: 60.0% | 2012: 65.0% 2016: 63.8% |
| Age 65+ | 2012: 15.0% 2016: 20.0% | | 2012: 16.0% 2016: 17.8% | 2012: 15.0% 2016: 17.0% | 2012: 12.0% 2016: 13.8% |

Legend

Trend Better Worse Inconclusive

Markets Comparable Model

Caswell County, North Carolina

| Education | Caswell County NC | Trend | Barnwell SC | Rockbridge VA | N. Carolina Figures |
|-------------------------------|----------------------------|-------|----------------------------|----------------------------|----------------------------|
| PALS Pass Rate | N/A | — | N/A | 2012: 74.7% 2016: 89.4% | N/A |
| 3rd Grade Reading Proficiency | 2012: 63.8% 2016: 52.9% | | 2012: 66.0% 2015: 27.4% | 2012: 84.0% 2016: 70.0% | 2012: 68.8% 2016: 58.0% |
| 8th Grade Math Proficiency | 2012: 71.4% 2016: 19.5% | | 2012: 51.3% 2015: 34.1% | 2012: 73.0% 2016: 79.0% | 2012: 85.2% 2016: 44.7% |
| H.S. Dropout | 2012: 2.5% 2015: 2.9% | | 2012: 2.5% 2015: 2.5% | 2012: 1.5% 2016: 7.8% | 2012: 2.5% 2015: 1.6% |
| 1 Year Certificate Completion | 2012: 298 2016: 138 | | N/A | N/A | N/A |
| Associates | 2012: 7.8% 2015: 7.1% | | 2012: 7.9% 2015: 7.9% | 2012: 5.3% 2016: 5.3% | 2012: 8.6% 2015: 9.0% |
| Bachelors & Higher | 2012: 9.6% 2015: 11.6% | | 2012: 12.2% 2015: 11.9% | 2012: 22.6% 2015: 25.5% | 2012: 26.8% 2015: 28.4% |

| Health | Caswell County NC | Trend | Barnwell SC | Rockbridge VA | N. Carolina Figures |
|---|----------------------------|-------|----------------------------|----------------------------|----------------------------|
| Adult Obesity | 2012: 31.0% 2016: 36.0% | | 2012: 37.0% 2016: 36.0% | 2012: 29.0% 2016: 24.0% | 2012: 29.0% 2016: 29.0% |
| Adult Smoking | 2012: 30.0% 2016: 19.0% | | 2012: 21.0% 2016: 19.0% | 2012: 19.0% 2016: 17.0% | 2012: 22.0% 2016: 19.0% |
| Teen Birth Rate (Per 1,000) | 2012: 43 2016: 36 | | 2012: 71 2016: 36 | 2012: 48 2016: 36 | 2012: 32 2016: 39 |
| Uninsured Rate | 2012: 18.0% 2016: 17.0% | | 2012: 19.0% 2016: 17.0% | 2012: 17.0% 2016: 16.0% | 2012: 18.0% 2016: 18.0% |
| Diabetes Rate | 2012: 14.0% 2016: 14.0% | — | 2012: 13.0% 2016: 16.0% | 2012: 11.0% 2016: 11.0% | 2012: 10.0% 2016: 11.0% |
| Preventable Hospital Stays (Per 1,000 Medicare Enrollees) | 2012: 67 2016: 53 | | 2012: 88 2016: 53 | 2012: 47 2016: 44 | 2012: 64 2016: 51 |
| Physical Inactivity | 2012: 29.0% 2016: 32.0% | | 2012: 32.0% 2016: 30.0% | 2012: 29.0% 2016: 28.0% | 2012: 25.0% 2016: 25.0% |

| Socioeconomic | Caswell County NC | Trend | Barnwell SC | Rockbridge VA | N. Carolina Figures |
|--|----------------------------------|-------|----------------------------------|----------------------------------|----------------------------------|
| Median Income (Inflation adjusted, 2015 Value) | 2007: \$42,045 2015: \$42,700 | | 2012: \$37,041 2015: \$36,231 | 2012: \$57,081 2015: \$48,550 | 2012: \$48,220 2015: \$46,868 |
| Unemployment Rate | 2012: 11.9% 2016: 7.0% | | 2012: 17.6% 2016: 7.0% | 2012: 7% 2016: 5.4% | 2012: 9.4% 2016: 6.1% |
| Percent at Poverty Level | 2012: 20.7% 2016: 20.1% | | 2012: 28.7% 2016: 27.3% | 2007: 11.7% 2016: 13% | 2012: 29.1% 2016: 13.5% |
| Percent of Children in Poverty | 2012: 30.0% 2016: 29.0% | | 2012: 52.0% 2016: 29.0% | 2012: 17% 2016: 19% | 2012: 25.0% 2016: 24.0% |
| Violent Crime Rate (Per 100,000) | 2013: 211 2016: 230 | | 2012: 885 2016: 230 | 2012: 94 2016: 81 | 2012: 448 2016: 355 |
| Children In Single Parent Household | 2012: 43.0% 2016: 42.0% | | 2012: 50.0% 2016: 42.0% | 2012: 24% 2016: 22% | 2012: 34.0% 2016: 36.0% |
| Homeowner Rate | 2012: 74.1% 2015: 77.6% | | 2012: 74.3% 2015: 72.9% | 2012: 72.8% 2015: 74.3% | 2012: 85.3% 2015: 65.1% |

| Demographics | Caswell County NC | Trend | Barnwell SC | Rockbridge VA | N. Carolina Figures |
|-----------------------|------------------------------|-------|------------------------------|------------------------------|----------------------------|
| Total Population | 2012: 23,004 2016: 22,941 | | 2012: 22,688 2016: 22,941 | 2012: 21,294 2016: 22,327 | 2016: 9,943,964 |
| Age 18 or Under | 2012: 21.0% 2016: 19.0% | | 2012: 26.0% 2016: 19.0% | 2012: 21.0% 2016: 17.4% | 2012: 24.0% 2016: 23.0% |
| Age 18–64 (Workforce) | 2012: 63.0% 2016: 61.4% | | 2012: 60.0% 2016: 61.4% | 2012: 61.0% 2016: 58.4% | 2012: 63.0% 2016: 62.3% |
| Age 65+ | 2012: 16.0% 2016: 19.6% | | 2012: 14.0% 2016: 19.6% | 2012: 18.0% 2016: 24.2% | 2012: 13.0% 2016: 14.7% |

Legend

Trend Better Worse Inconclusive

Markets Comparable Model

2019 Regional Report Card Supporting Document

Introduction

Welcome to the 2019 Regional Report Card (Report) supporting document. This brief document is designed to provide background information on the 4239 Report. This document will communicate the philosophy behind the Report's major changes including formatting, comparable and model communities, data categories, and statistical measurement. Furthermore, this document will explain data inconsistencies that one will need to understand in order to utilize this report properly.

Purpose

The philosophy behind updating the Report was a simple one: use the report to spark a different and more significant conversation within the community. The world has drastically changed since the Dan River Region's heyday. Not too long ago, Danville, Pittsylvania County, and Caswell County used to compete with each other for workers, residents, consumers, etc. Global market changes, including new trade patterns and a widespread recession, have made this model outdated. Now, this region competes with other similar regions across the nation, as well as foreign competitors, for workers and resources.

The Report was designed with this pattern in mind. Each entity (locale with its own body of government) within the region is given its own separate page. To understand where each entity stands, it is broken down next to a comparable and model community (which will be explained in more detail below), as well as state figures. This gives the user an idea of where the region stands in comparison to other similar communities and the state average. Leaders in the region can now be equipped with a larger viewpoint that will give them better insights for future policy decisions.

Another concern identified centered on the included data categories. Past report cards tended to be symptom-focused. For instance, statistics on strokes, heart disease, and cancer mortality rates are symptoms of a community's underlying health. While this data is by no means unimportant, the research and redesign team found it more relevant to demonstrate those underlying conditions that tend to contribute to such characteristics. Therefore, careful consideration was used in crafting categories and metrics that would shed more light on several major problems afflicting the region.

New Features

As mentioned above, the Report features numerous features that will help assist the user in assessing the region's strengths and weaknesses compared to other communities and the nation. These features are explained in more detail below.

1. Different Report Versions

The Report features two main versions: a hard copy and a digital version available online at www.drfonline.org. The primary upgrade will be featured on the online version. It will be identical to the hard copy; however, each individual statistic will be hyperlinked to the source where it was found. This allows the user to easily access the primary sources from the research.

2. Comparable and Model Communities

The Report features data sets for two other communities alongside the metrics for each entity within the Dan River Region. These will help the user understand where each entity succeeds and falls short compared to other communities in the nation. Policy makers, community and regional leaders, and concerned citizens can all see where the positives areas are and can easily identify the areas that require work. For both comparable and model communities, the team selected cities and counties in the southeastern U.S. to avoid any crucial differences in regional characteristics.

a. Comparable Communities

These are communities considered to be on an even playing field for each entity within the Dan River Region (the Region). Wilson, NC was selected for Danville; Stanly County, NC was selected for Pittsylvania County; and Barnwell County, SC was selected for Caswell County. To find these communities, the team looked for ones with nearly identical population, median household income, and geographical qualities, as well as similar historical backgrounds. For example, Barnwell County is 83 percent rural, which matches up nicely with Caswell's 99 percent rural quality. In addition, Barnwell borders the Savannah River, an important water source that plays a similar role to the Dan River. Similar qualities to Danville and Pittsylvania County were also found within the City of Wilson and Stanly County. These comparable communities will help illustrate the Region's comparative strengths and weaknesses as compared to very similar areas in the country.

b. Model Communities

Model communities were selected as areas where the different entities within the Region can strive towards. Therefore, they were selected using different guidelines than the comparable locations. While population and median household income are not identical, they are at levels that make comparisons still relevant. Also taken into account was community infrastructure (such as transportation and educational opportunities) geographical and historical similarities, and statistical outcomes that tended to be better on average than those found in the Region. With these guidelines in mind, Owensboro, KY was selected for Danville; Kershaw County, SC for Pittsylvania County; and Rockbridge County, VA for Caswell County.

Owensboro illustrates the purpose of identifying and using model communities. Like Danville, Owensboro was founded as a river town on the Ohio River and has a strong history of agriculture and manufacturing. In addition, transportation and educational infrastructure matched up very well. Also, Owensboro stuck out significantly because

they are making serious investments in areas that Danville is starting to invest in. For example, they have undertaken a massive downtown revitalization effort, putting \$270 million in private and public funds into the area. They also have invested heavily in the arts, making their city a cultural hub and national travel destination. As Danville looks to make similar moves, Owensboro can provide important insights.

3. Category and Metric Changes

The layout of the Report is similar to previous versions, with a few changes. The Stability and Vitality categories from the older model were combined to form a new Socio-economic category. Also, Civic Capacity was replaced with an Executive Summary, which gives several short bullet points describing the most noteworthy trends for each locale.

Sticking to the goal of illustrating the underlying causes of issues within the Region, some metrics were replaced with more revealing ones while others were chosen to remain on the Report. The metrics, along with their definitions, are listed below.

Education

- **PALS-K Pass Rate:** the pass rate (as a percentage) for the Phonological Awareness Literacy Screening for Kindergarten (PALS-K) children. The PALS-K assessment measures literacy skills before matriculation into kindergarten. The rates identify the percentage of students who were identified as not needing assistance upon matriculation, because these students were adequately prepared to enter the public school system.
- **Third Grade Reading Proficiency:** third-grade reading proficiency is determined by the percentage of passing scores on the state examination in Reading. In Virginia, the state examination is the Standard of Learning examination (SOL). In North Carolina, the state examination is the End-of-Grade Test (EOG). Because examinations differ by state, a direct comparison should not be made between scores from different states.
- **Eighth Grade Mathematics Proficiency:** eighth-grade math proficiency is determined by the percentage of passing scores on the state examination in Mathematics. In Virginia, the state examination is SOL. In North Carolina, the state examination is the EOG. Because examinations differ by state, a direct comparison should not be made between scores from different states.
- **High School Dropout Rate:** the percentage of 16- through 24-year-olds who are not enrolled in school and have not earned a high school credential (either a diploma or an equivalency credential such as a General Educational Development [GED] certificate).
- **Number of 1 Year Certificates:** the raw number (not a percentage) of graduates from Danville Community College (which serves Danville and Pittsylvania County) and Piedmont Community College (which serves Caswell County) who received certificates in a 1 year program.
- **Associate's Degree:** the percentage of the population 25 years and over that has obtained an Associate's Degree.

- Bachelor's Degree and Graduate School: the percentage of the population 25 years and over that has obtained a bachelor's degree plus the percentage of the population 25 years and over that has obtained a graduate or professional degree.

Health

- Adult Obesity Rate: the percentage of adults that report a Body Mass Index (BMI) of 30 or higher.
- Adult Smoking Rate: the percentage of adults that report smoking at least one hundred cigarettes and are current smokers.
- Teen Birth Rate: teen (ages 15-19) birth rate per 1,000 female population.
- Uninsured Rate: the percent of the population under age 65 without health insurance.
- Diabetes Rate: percent of adults aged 20 and above with diagnosed diabetes.
- Preventable Hospital Stays: hospitalization rate for ambulatory-care sensitive conditions per 1,000 Medicare enrollees.
- Physical Inactivity: percent of adults aged 20 and over reporting no leisure-time physical activity.

Socio-economic

- Median Household Income: median income is the amount that divides the income distribution into two equal groups, half having income above that amount, and half having income below that amount. Household income is often the combination of two income earners pooling the resources and should therefore not be confused with an individual's earnings. Values have been adjusted for inflation to reflect amounts in 2017 dollars.
- Unemployment Rate: the percent of the civilian labor force, age 16 and older, that is unemployed but seeking work.
- Percent (of Population) Below Poverty Level: the poverty level is an official threshold adjusted for inflation using consumer price index. This metric represents the percentage of the population below the poverty level.
- Percent of Children in Poverty: the percent of children under age 18 in poverty. Poverty is defined by the poverty level.
- Violent Crime Rate: Violent crime is represented as an annual rate per 100,000 population. Violent crimes are defined as offenses that involve face-to-face confrontation between the victim and the perpetrator, including homicide, forcible rape, robbery, and aggravated assault.
- Children in Single-Parent Household: the percent of all children in family households that live in a household headed by a single parent (male or female head of household with no spouse present).
- Homeownership Rate: computed by dividing the number of owner-occupied housing units by the number of occupied housing units or households.

4. Trend Analysis

One of the secondary goals of the Report is to allow the user to see trends within the Region. While compiling multi-year data, the team realized that using the same years for every metric was not a good model to proceed with. Some indicators do not change significantly from year-to-year, or even in a three to five year range. For example, barring some kind of economic meltdown, median household income does not change significantly over a 1-year period. Therefore, with other indicators that share the same characteristic, we expanded the range of years to allow for a better comparison. Once again using median household income as an example, having a range from 2014 to 2018 allows the user to see the changes in the Region including the new millennium after the Great Recession.

5. Data Inconsistencies

Below are explanations for the inconsistencies that arrived during the research process:

- Danville is unique in the fact that it is an independent city containing its own body of government and collection of statistical data, separate from Pittsylvania County which surrounds the city. Since Owensboro and Wilson are not independent cities, some of their statistics could only be collected at the county level. All health statistics for both cities are taken from the counties they are incorporated in. Also, data from the county is used for the children in poverty and children in single parent housing metrics as well.
- One problem encountered was in regards to median household income. The statistics showed that median household income has steadily risen since 2000. While this looks good at first glance, it is misleading. How could it be that household incomes rose during a period of recession and regional economic hardship? The answer is inflation. Inflation is a general rise in the price of goods. While a \$20 bill always has the same face value, it can purchase less of a good or service when prices rise. Prices did rise over the measured period, but the readily available statistics did not account for this inflation. Therefore, by adjusting the original values for the effect of inflation, the strength of the dollar for each year of data was equalized. In other words, the income levels (in dollars) for each year are expressed in 2017 dollars. This shows the true income picture over the twelve year span listed on the Report.
- Virginia's PALS-K rate is also unique to the Commonwealth. Therefore, similar statistics for the comparable and model communities, as well as national figures, are not available. The national figures also lack a statistic for third grade reading proficiency.
- In North Carolina, results for Reading and Math for grades 3-8 contain retests. Beginning in 2012-13, assessments are aligned to college- and career- readiness and there are no retests. This explains the sharp decline in third-grade reading and eighth-grade math proficiencies.
- The number of one-year certificates awarded each year is specifically tied to Danville Community College for the Danville and Pittsylvania County pages and Piedmont Community College for Caswell County. This statistic was included to show the health of the technical programs at both community colleges. Comparable statistics are not available.